

Network infrastructure strategies in Canada



Are Canadian companies interested in expanding their network infrastructure globally?

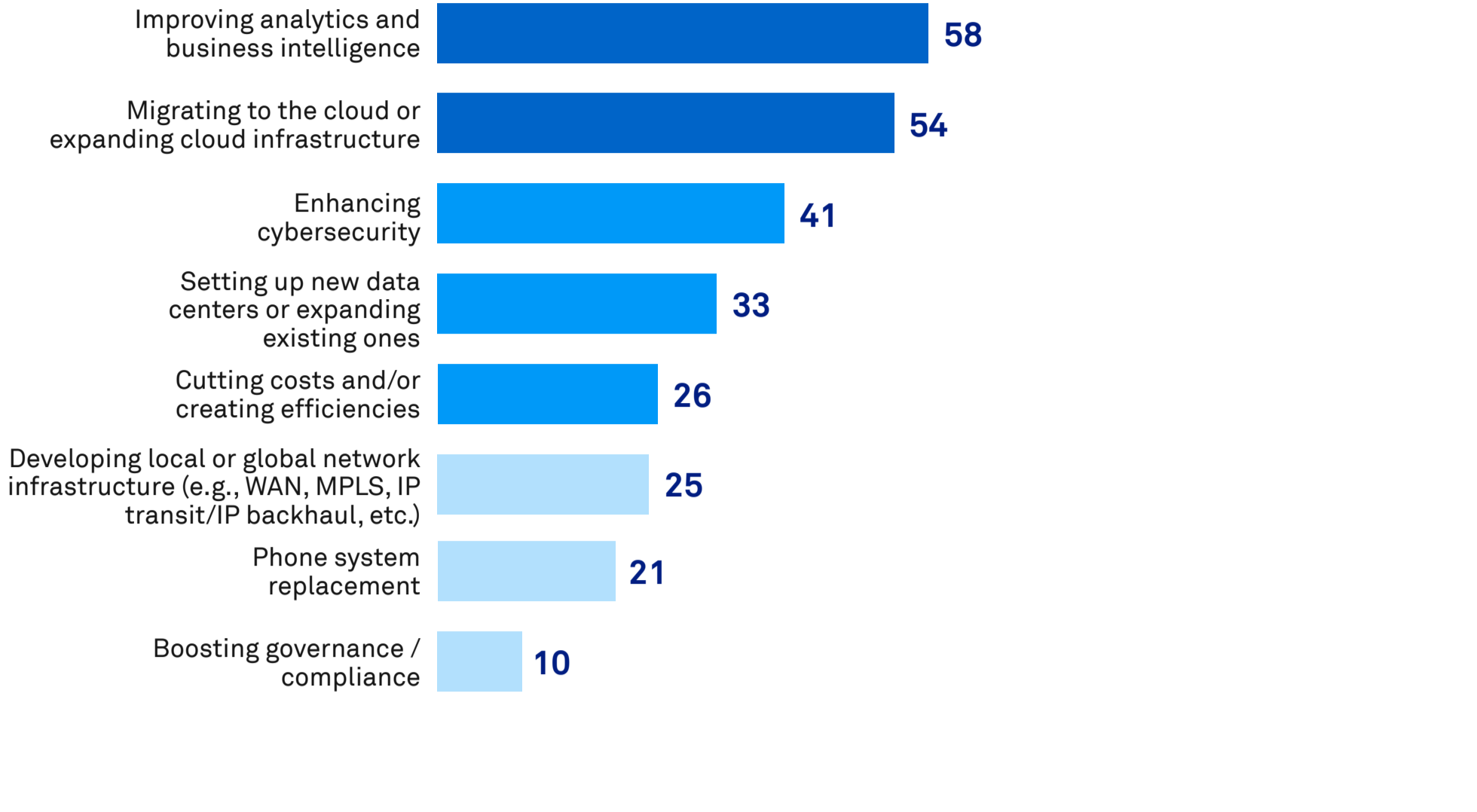
Pulse and Telstra surveyed 100 technology leaders involved in strategic decisions about network infrastructure at their company to understand their priorities and concerns.

Data collected from June 17 - August 17, 2021
 Respondents: 100 network infrastructure strategic decision-makers in Canada

Decision-makers at Canadian organizations have an appetite for expanding network infrastructure

Decision-makers responsible for strategic choices around their organization's network infrastructure are prioritizing improved speed and deliverability. But beyond ensuring the best service now, they are also future-focused and looking to advance digital transformation and adopt new, or expand existing, content delivery networks.

Please rank your organization's top 3 technology priorities for the next 12 months.



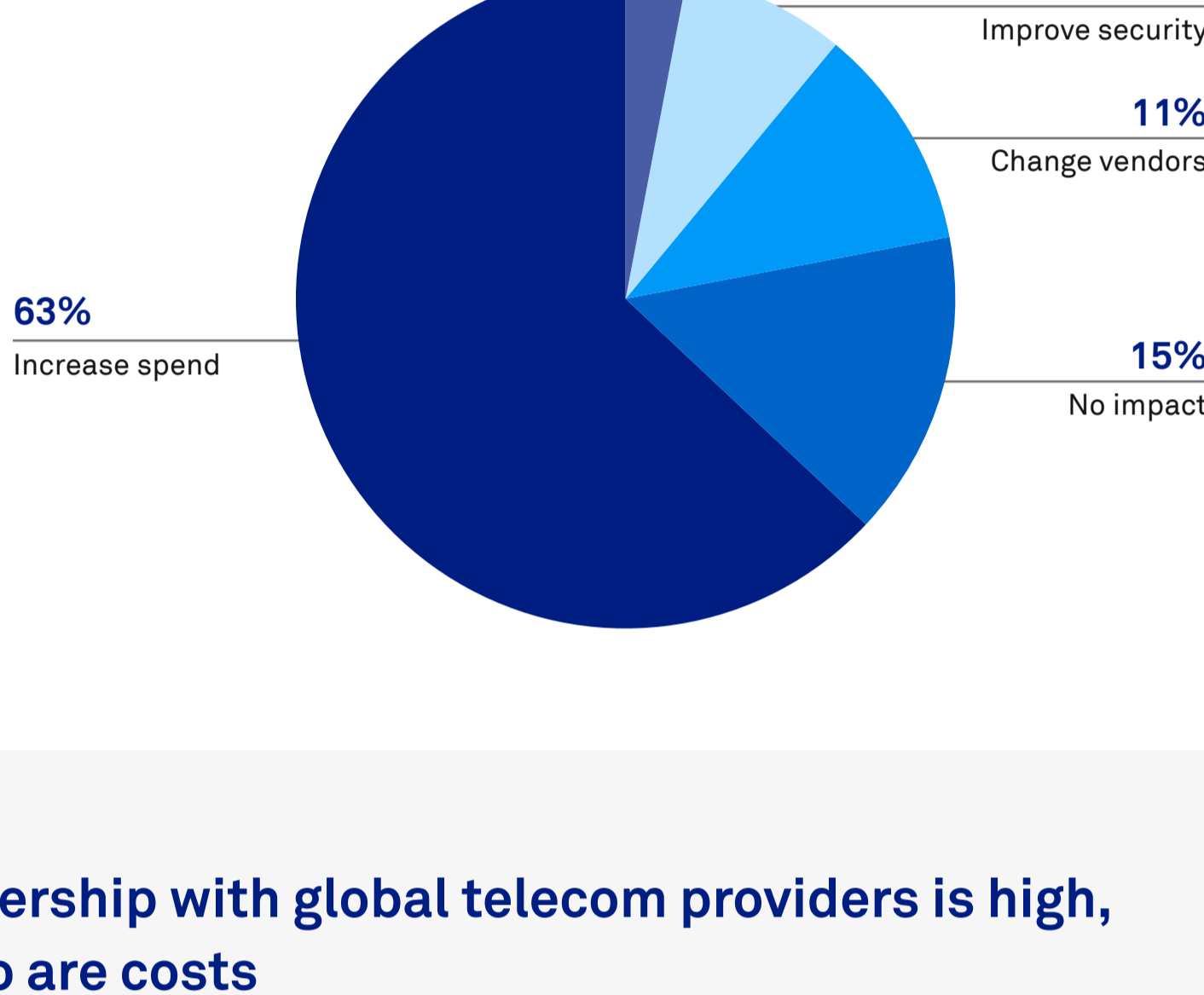
Most decision-makers say their company's use of telecom platforms has remained the same over the past year, but more than a quarter (26%) experienced an increase in use as an impact of the work-from-home trend.

How did the work-from-home trend impact your company's use of telecom platforms in the past year?



And 63% expect to increase spend on telecom services as a result of the return-to-work movement, with 11% anticipating a change of vendors.

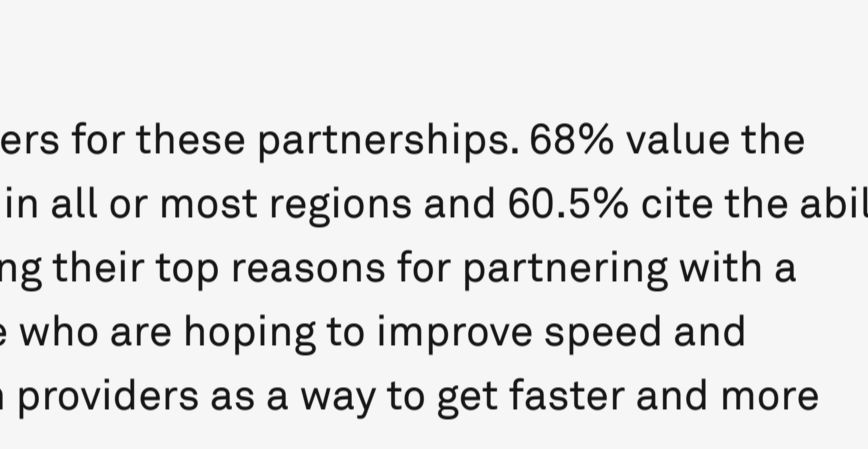
How do you anticipate the return-to-work movement will impact your purchase of telecom services in the next year?



Partnership with global telecom providers is high, but so are costs

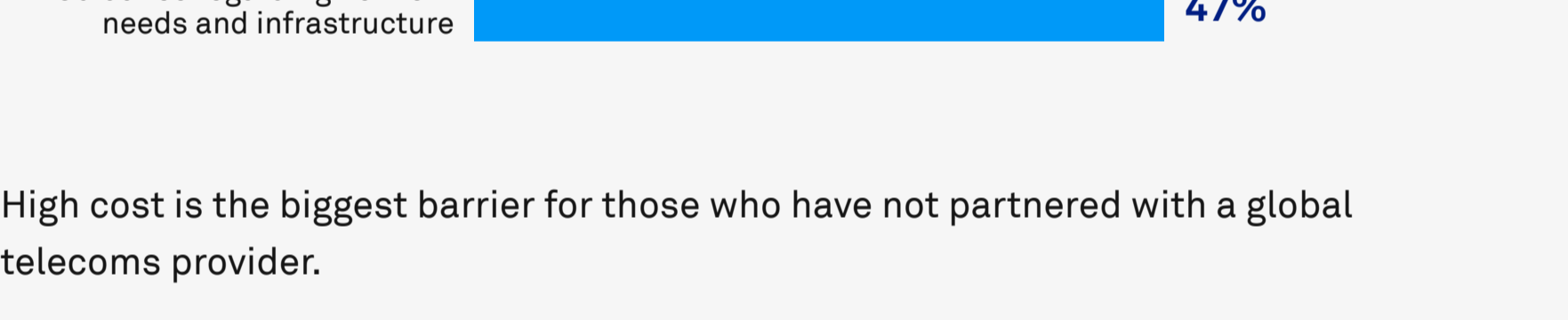
76% of decision-makers in Canada say their organization is currently partnered with a global telecom provider.

Is your organization currently partnered with a global telecom provider?



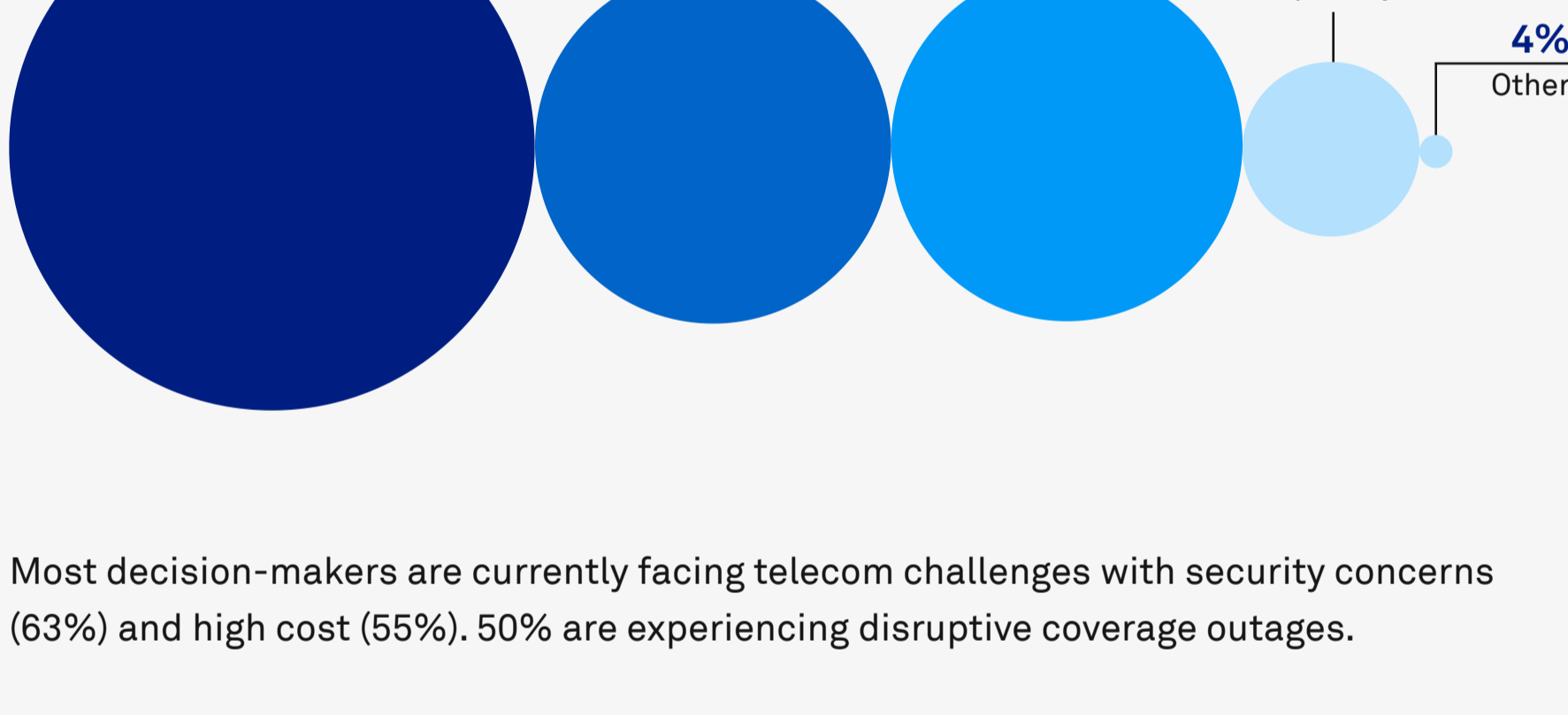
International markets are the biggest drivers for these partnerships. 68% value the simplicity of partnering with one provider in all or most regions and 60.5% cite the ability to access new international markets among their top reasons for partnering with a global telecom provider. Meanwhile, those who are hoping to improve speed and deliverability might look to global telecom providers as a way to get faster and more reliable connectivity (57%).

What are the top reasons your organization is partnered with a global telecom provider?

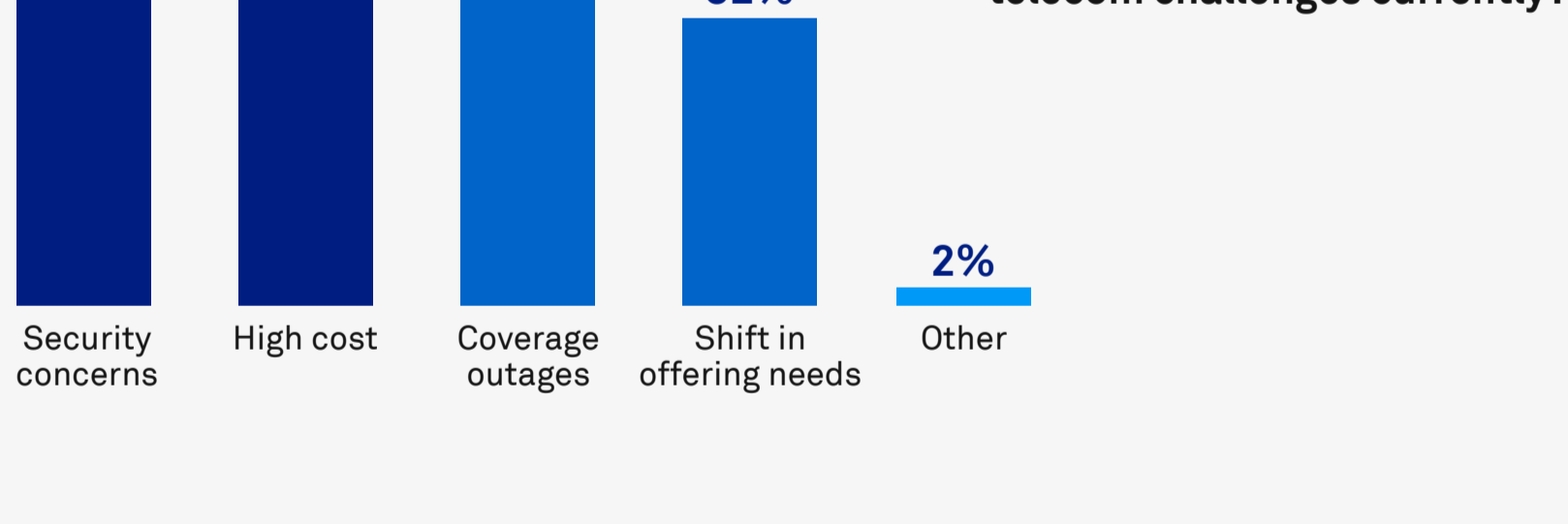


High cost is the biggest barrier for those who have not partnered with a global telecoms provider.

What are the top reasons your organization isn't currently partnered with a global telecom provider?



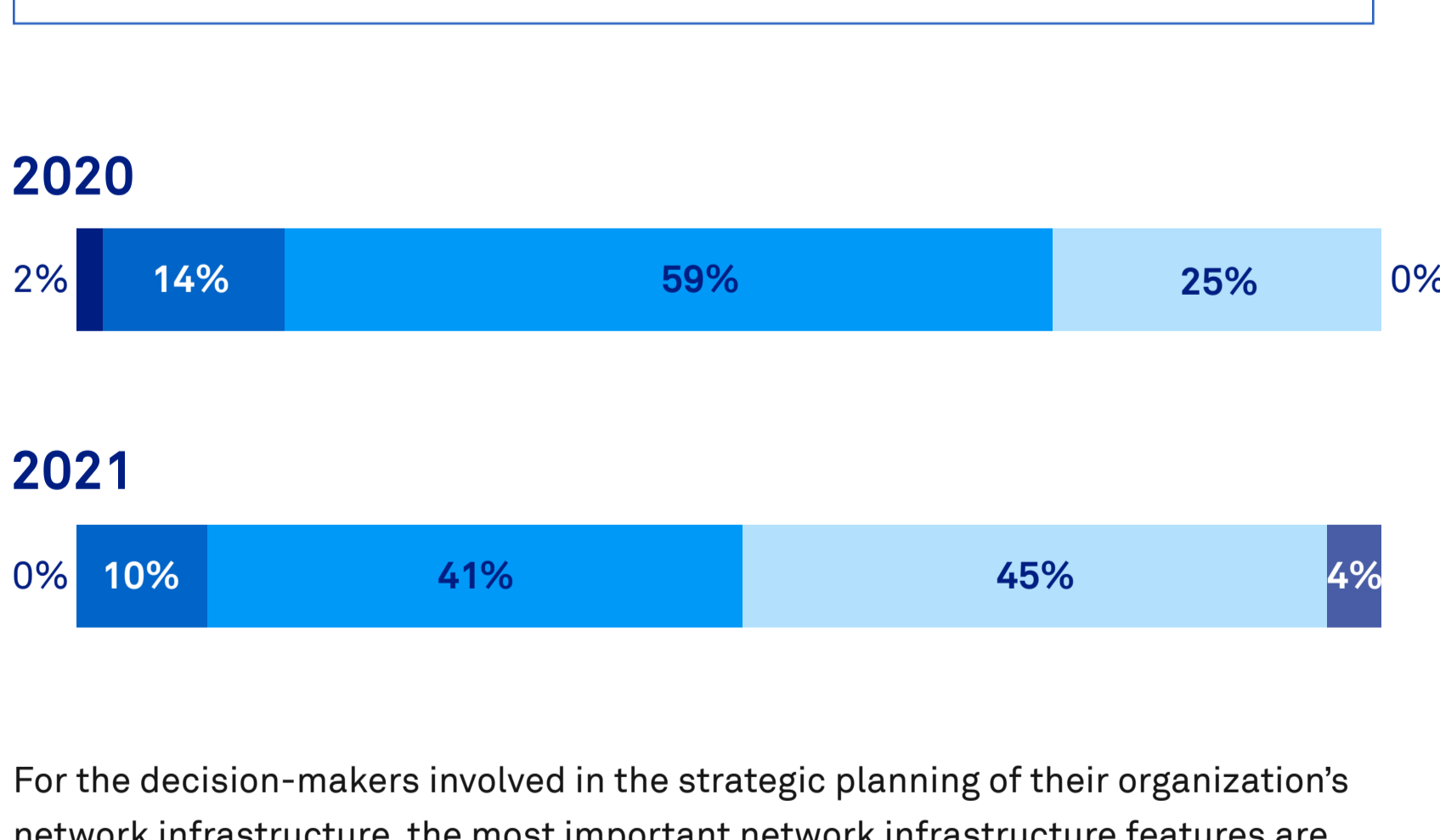
Most decision-makers are currently facing telecom challenges with security concerns (63%) and high cost (55%). 50% are experiencing disruptive coverage outages.



Organizations are spending more on their network infrastructure, with performance the most important feature

Network infrastructure services are taking a larger chunk of the technology budget. The percentage of organizations spending 11-15% of their tech budget on network infrastructure jumped from 25% in 2020 to 45% in 2021.

How much of your organization's technology budget was spent on network infrastructure services in 2020, and how much will be spent in 2021?



For the decision-makers involved in the strategic planning of their organization's network infrastructure, the most important network infrastructure features are performance, security, and price.

Please rank the top 3 most important network infrastructure features your team prioritizes.

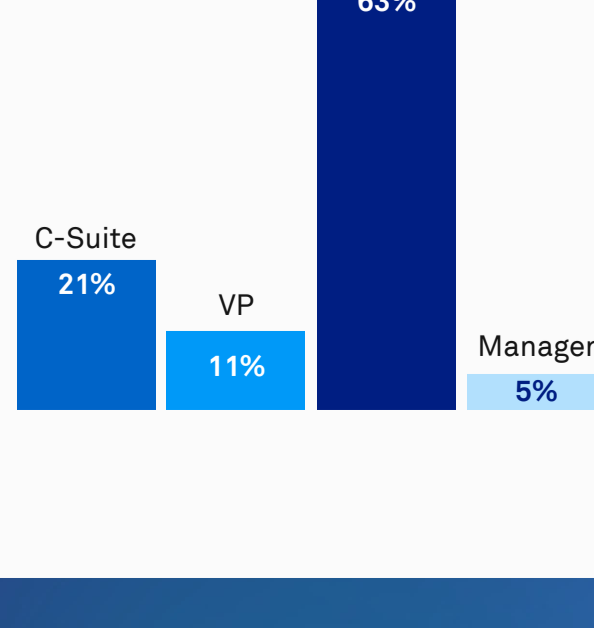


Respondent Breakdown

REGION



TITLE



COMPANY SIZE

